

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

October 13, 2016

5:00 PM

Mansfield Downtown Partnership Office

DRAFT MINUTES

Present: Curt Hirsch, Paul McCarthy, and Rene Schein

Staff: Cynthia van Zelm

1. Call to Order

Cynthia van Zelm called the meeting to order at 5:03 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from May 12, 2016

There was no quorum to approve the minutes.

Update on Partnership Strategic Plan and Committee Structure

Ms. van Zelm reviewed sections of the Partnership's Strategic Plan that had previously been e-mailed to Committee members.

She said the Strategic Plan does proposed eliminating some Partnership committees, including the Business Development and Retention Committee, to provide more efficiencies in the Partnership organization.

She pointed out the continued focus for the Partnership on economic development including focusing on tenant relations, and business retention/mix.

Ms. van Zelm said one of the key components in the Strategic Plan is for the Partnership to serve as an ombudsman for businesses, the community, and visitors with respect to the downtown. She said one of the goals in the Plan is for the Partnership to visit each business twice a year, similar to what the Town's Economic Development Commission is doing. She suggested that this might be a role for current Committee members.

Curt Hirsch agreed that business to business connection makes sense. Paul McCarthy said he believes that communication between the Partnership and businesses has been good and that the Partnership can continue to re-inforce its role as an ombudsman. Rene Schein said she would like to know her role going forward. Ms. van Zelm said she will be working on options for current committee members on all the Partnership committees that may sunset.

Mr. Hirsch suggested that the UConn marketing department and its students could be a resource for businesses. Ms. van Zelm will follow-up with UConn.

Ms. van Zelm updated the Committee on the status of new businesses.

4. Evening Networking Event – scheduled for Monday, November 7 from 5:30 pm to 7:00 pm at Dog Lane Café

Ms. van Zelm said an invite to the business networking event on Monday, November 7 is scheduled to go out on Friday.

5. Adjourn

The Committee will not meet in November and agreed to review whether it needs to meet in December.

The meeting adjourned at 5:45 pm.

Minutes taken by Cynthia van Zelm.